

# ECCC



## El Cerrito Community Newsletter

*Volume Five:*

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### **ECCC'S Annual Community Garage Sale Saturday, September 25, 2010**

Looking for something special in furniture, kitchen-ware, tools, sports equipment, and clothes? You can find all of these and other treasures at the El Cerrito Community Garage Sale. The sale will start at 8:00am on Saturday September 25 and run until sunset, but you'll want to get out early for the best selection. Look for arrow signs posted around the neighborhood, leading to houses with items for sale. Sellers will have maps showing sale locations and listing the kinds of items for sale.

You can pick up great bargains at the annual community garage sale, so don't miss this opportunity to get out and meet and greet your neighbors, and go home with that special find.

**NOTE TO SELLERS:** Large signs will be placed on the main streets **ONLY** leading into El Cerrito. This year, sellers will receive a packet of maps and arrow signs to put up and direct buyers to their sale. Please, wait to put the signs up on Friday the 24<sup>th</sup>, and don't forget to take them down when the sale is over. If you haven't received your Garage Sale packet by Wednesday the 22<sup>nd</sup>, call 619-287-1864 and leave a message with your name and address.

### **Creating Identity in El Cerrito and Renewal of Our Business District**

Our guest speaker at our **Thursday, September 16, ECCC meeting (7:00 PM in the Parish Hall)**. Mr. Marco Li Mandri. Marco and his staff have overseen the very successful revitalization efforts of San Diego's Little Italy since the mid 1990s. They have worked on the management of that district and are aware of what makes a neighborhood and commercial district succeed. Little Italy was just awarded the "Smart Growth Community of the Decade" designation by the local chapter of the Urban Land Institute.

Marco's roots are in the College Area having attended Horace Mann Jr. High in the 1960's and having been married at, and sending all of his children to Blessed Sacrament Parish School. The Li Mandri's lived in El Cerrito from 1989 to 1996, at which point they moved to Kensington.

Marco has been quoted in the New York Times, the LA Times, the Chicago Sun-Times, the San Francisco Chronicle, the LA/San Francisco and San Diego Business Journals and many other newspapers throughout the nation. He is considered to be the leading expert on urban business districts and neighborhood revitalization strategies.

Marco and his company, New City America, Inc., are products of San Diego. Since 1995, Marco has established 57 Business Improvement Districts and Community Benefit Districts - more than any other company in the US. He is currently working on projects in East Pennsylvania, New York City, St. Louis, Phoenix, Seattle and throughout the state of California.

For more information on New City America, please go to [www.newcityamerica.com](http://www.newcityamerica.com).

### **ECCC's Statement on El Cerrito Enclave Project up for a Vote at September 16, ECCC Meeting**

The El Cerrito Enclave Project proposes the demolition of an existing residence at 5402 Gilbert Drive on a 0.62 acre site and subdivision of the lot into four parcels for construction of four single family residences. The project is scheduled for review on **October 6 by the College Area Community Planning Board**. You can access project plans from the ECCC blog by typing:

<http://elcerritocommunitycouncil.blogspot.com/>  
into the address bar of your web browser and looking for the "El Cerrito Enclave Plans" posting.

At its September 16 meeting, the El Cerrito Community Council will take vote on submitting the following letter to the CACPB:

"College Area Community Planning Board Project Review Committee – Mr. Rob Nelson, Chairman:

The El Cerrito Community Council supports the residents of Gilbert Drive, Berting Street, Dayton Street, and the Arroyo Ridge Homeowners Association in their objections to the El Cerrito Enclave Project:

- The design of the project is not consistent with existing properties.
- The planned 2-story residences are out of character with the surrounding single-story neighborhood.
- Floor plans are more suited to mini-dorms than families.
- A homeowners covenant is needed saying properties cannot be used as mini-dorms or group living facilities.
- Large amounts of fill dirt and soil compaction could place undue stress on the existing retaining wall at Arroyo Ridge.
- Drainage toward Arroyo Ridge requires a pump that is likely to fail at some point in time.
- A geologic survey is recommended due to the proximity of a major fault line on 54<sup>th</sup> Street and Collwood Boulevard.
- Visitor parking is inadequate, having only 3 visitor parking spots.
- Gilbert Drive, Berting Street and Dayton Street are very narrow and cannot handle increased traffic and parking.
- The large number of trucks bringing fill dirt to the site will disturb the neighbors and are likely to damage the existing streets.
- Large concrete areas leave very little room for landscaping.
- The development is not consistent with the community plan.

According to San Diego Municipal Code, Section 126.0601, the Planned Development Permit, which this project is requesting, is intended "to encourage imaginative and innovative planning." According to section 143.0401, the Planned Development Permit regulations are "for projects where strict application of the base zone development regulations would restrict design options and result in a less desirable project."

The ECCC considers this project, as designed, not beneficial to the community. It would have less negative impact on the surrounding community if the existing zoning and development regulations were applied.  
Sincerely, Carl Luster, Chairman, Board of Directors, El Cerrito Community Council."

### **ECCC's Annual Silent Auction & Ice Cream Social**

There was a really good turn out for ECCC's August Get-together. I want to start by giving the ECCC's sincere thanks and appreciation to Cold Stone – in the Vons Shopping Center. Their generosity in having many yummy flavors of ice cream (my favorite was coffee). There were seconds for everyone and some to take home. Please purchase your ice cream from this great local ice cream parlor. They make their ice creams daily with the freshest and the finest quality ingredients. The

"split the pot" raffle was a great success and Jan Riley had the winning ticket and took home \$63!!

### **Community Effort Results in a More Peaceful Neighborhood**

Nights are quieter now on Dayton Street and Gilbert Drive. Every weekend for many months, the late night and early morning hours were filled with noisy crowds, racing engines, and occasional fighting. With cooperation among neighbors, the police, and City Code Enforcement, these disturbances ended a few weeks ago with the closure of an after-hours club near the corner of Dayton Street and El Cajon Boulevard. Neighbors are continuing to work with the property owner to clean up this commercial strip. ***The residents of Dayton and Gilbert have shown what can be accomplished when neighbors work together and receive the support of law enforcement.***

### **Problem Party Houses in El Cerrito**

The police department has dedicated a patrol car to deal specifically with party houses Thursdays-Sundays. **The number to report suspicious behavior and parties is 531-2000. Please remember to get reference/case #.**

### **El Cerrito Neighborhood Patrol**

**By: Patti Saraniero**

The new SDSU semester has begun. Please remember that typically there is an uptick in crime at the start of the semester. The police have responded quickly to calls reporting suspicious behavior (I made a call last night and there was a speedy response). In addition, student parties have begun. The police department has dedicated a patrol car to deal specifically with party houses Thursdays-Sundays.

Coyotes have been seen around the neighborhood, near the canyons. Several neighbors have reported plants – specifically succulents - have been stolen. Plants are even being dug out of the ground!

**Here are some security reminders from the ECNP:**

- ***Don't leave valuables in your car***
- ***Turn your porch light on***
- ***When it gets hot, be sure to secure your doors and windows at night and when you are away***

**On FaceBook?** You can friend SDPD - <http://www.facebook.com/pages/San-Diego-CA/SDPD-Mid-City-810s-Service-Area/110095992376704?ref=ts>

### **Do you remember the Silverado Ballroom?**

**By: Jim Newland, College Neighborhoods History Project. [historyproject@collegeneighborhoods.com](mailto:historyproject@collegeneighborhoods.com)**

It opened in March 1932 at the northeast corner of Euclid and University Avenues. The current owner is looking to restore the ballroom (on the 2<sup>nd</sup> floor) and is interested in any photographs or memories of this popular dance venue for eastern San Diego. If you have any information:

**Contact Jim Varnadore:**

**[friends\\_of\\_historic\\_preservation@yahoo.com](mailto:friends_of_historic_preservation@yahoo.com)**

## **The BOO! Parade & Carnival Saturday, October 23<sup>rd</sup>, 2010**

By Jennifer R. Finnegan, Executive Director,  
College Area Economic Development Corporation

The 2010 Boulevard BOO! Parade & Carnival is almost here! We are still accepting applicants for participation as parade entries and event volunteers. Applications for both parade participants and volunteers can be found on the new and improved BOO! website:

[www.booparade.com](http://www.booparade.com)

**This year's parade will need a lot of volunteers to help out the day of the event.** The parade takes about 175 volunteers to efficiently run. The parade needs people to guard barricades during and after the parade to make sure they are not compromised or go missing. If you'd like a more in-depth experience with the parade, contact the BID Office to find out how else you can help **(619) 582-1093**. Don't forget, everyone who volunteers for the parade gets a free BOO! T-Shirt! The BOO! Parade is from 10:00 AM to 11AM, followed by the BOO! Carnival located around the corner at Clay Park from 11AM to 5PM. This year's carnival will feature a new attraction, the Haunted Pumpkin Patch! Kids of all ages can trick or treat and meet the BOO! Crew. Put on your best costume and take a photo with Mr. Boo, Bob Damask, Ghilda Ghoul, and Frankie Steinburg! For more information please visit [www.booparade.com](http://www.booparade.com) or call **619.582.1093**.

### **E-mail from Lt. Chuck Kay, Mid-City Division – San Diego Police Department**

As classes have begun at SDSU, our partnership with SDSU PD will include the fielding of a car dedicated to the crime and quality of life issues impacting the students and residents in the neighborhoods adjacent to the university. The car began operations on Thursday night September 3, 2010. There is always an increase in property crimes, thefts and burglaries, with each new semester. For those living near SDSU be mindful of your property and home security.

### **Rolando Community Council Urban Design Collaboration**

The Rolando Community Council board has invited the urban design class from the New School of Architecture and Design in San Diego to use this area as one of its laboratories for the course of study this year. The RCC is inviting participation from neighboring communities, so look for announcements of related activities.

This is a student project (no developer, no money behind it), which could lead to an infusion of ideas and energy into local planning and development. The process is a sequence of three academic quarters of instruction for 4<sup>th</sup> year undergraduate students. The challenge for the students:

**First quarter, beginning in October**, they would develop an urban design master plan for a designated neighborhood. They would obtain background documents from the neighborhood stakeholders and

Solicit ideas on what people see as problems, what they want, etc. They would research city plans, redevelopment docs, etc.

**Second quarter**, they would identify a small area (like a block) and go into more detail about urban design.

**Third quarter**, for more detail, they would identify a property or building to pursue redevelopment ideas.

The results of these three projects would be available for future planning and development.

### **How to Make Old Windows & Buildings New Again**

The Neighborhood Historic Preservation Coalition in partnership with Save Our Heritage Organization, City of San Diego, Neighborhood Historic Coalition, San Diego Architectural Foundations, California Center for Sustainable Energy & the CA Preservation Foundation will present a 2010 workshop series:

**When:** Thursday, September 30 from 2:00PM-6:00PM

**Where:** Santa Fe Room, Balboa Park Club, 2150 Pan American Road

**For more information visit:**

[www.californiapreservation.org](http://www.californiapreservation.org)

Why keep those wood windows? To save money, save energy and keep your building looking great! Wood windows are the green alternative to vinyl replacements. They're easy to repair, are energy and noise efficient, and have a longer maintenance life cycle than more modern choices.

Please join the CPF and workshop partners for a half-day of insightful discussion and presentations on decoding the myths of old windows and buildings. We will explore the most budget-friendly and appropriate maintenance solutions for the protection and care of older buildings, with special emphasis on energy efficiency and older windows. Workshop participants will also see a materials demonstration that will answer the question of when to repair and when to replace.

From architects, engineers and contractors to city planners to members of neighborhood organizations, and those with a general interest in providing the best and most sustainable care for older buildings, will all benefit from this workshop.

A stellar panel of renowned speakers will discuss and demonstrate sustainable solutions for older windows, doors and exterior cladding, including weatherization and insulation for both noise and climate.

### **Newsletter Donations**

We currently have \$610.26 in the bank. The ECCC received an anonymous donation of \$10 from New Mills. Through the Paypal account we received \$105. Fiber Designs by Ann on Bradford Street, donated \$25.00. The three anonymous donors were \$5.00 El Cerrito Drive, \$50.00 Madison and \$25.00 from Collier Avenue. The ECCC as always truly appreciates all donations.

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